

**PATENT**

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant:	Lawrence Morrisroe, et al.	Examiner:	Yehdega Retta
Serial No.	10/696,295	Group Art Unit:	3622
Filed:	October 28, 2003	Docket No.	085804-010801
Title:	METHOD AND SYSTEM FOR CREATING, SERVING AND TRACKING ADVERTISEMENTS		
Customer No.:	76058		

---

**AMENDMENT AND RESPONSE TO FINAL OFFICE ACTION WITH RCE**

Date: February 6, 2009

Mail Stop RCE  
Commissioner for Patents  
Post Office Box 1450  
Alexandria, Virginia 22313-1450

Sir:

In response to the Office Action mailed on November 28, 2008, the Examiner is requested to amend the above-identified application as follows.

**Amendments to the Claims** are reflected in the listing of claims which begins on page 2 of this paper.

**Remarks** begin on page 8 of this paper.

**Certificate of Electronic Mailing (37 C.F.R. § 1.8)**

I hereby certify that this correspondence is being deposited electronically with the United States Patent Office addressed to Mail Stop RCE, Commissioner for Patents, PO Box 1450, Alexandria, VA 22313-1450, on **February 6, 2009**.

Typed or printed name of person signing this certificate:

Christine Lucas

Signature:

